## **AMENDMENTS TO THE CLAIMS**

## IN THE CLAIMS

For the convenience of the Examiner, all claims have been presented whether or not an amendment has been made. The claims have been amended as follows:

1. (Currently Amended) An online method of ordering and purchasing customized products, comprising:

receiving a custom order message incorporating order data and product configuration data submitted by an online user;

storing the order data and product configuration into a buyer database;

entering the custom order and order data and product configuration into an order bank to be scheduled for manufacturing, wherein the custom order is cancellable <u>after processing</u> of the custom order is initiated and until the custom order is scheduled for manufacturing;

generating an order confirmation message and sending the order confirmation message to the user.

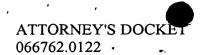
2. (Original) The method, as set forth in claim 1, further comprising:

receiving input entered on a web page by the user to submit a custom order, including product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

- 3. (Original) The method, as set forth in claim 2, further comprising: sending the custom order data to a dealer selected by the user; and routing the custom order message to a B2B server, which sends it to an order processor.
- 4. (Original) The method, as set forth in claim 1, further comprising generating a unique order number for the custom order.



- 5. (Original) The method, as set forth in claim 1, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.
- 6. (Original) The method, as set forth in claim 1, further comprising: receiving online payment data from the user for the custom order; processing the online payment data of the product; and confirming the online payment processing completion.
- 7. **(Original)** The method, as set forth in claim 1, further comprising: displaying a list of product substantially matching product configuration data entered by the online user;

receiving a user-tagging of a particular product from the list and a tag order message incorporating tag order data and product configuration data submitted by the user;

storing the tag order data and product configuration into a buyer database;

modifying inventory data in an inventory database associated with the tagged product to indicate unavailability; and

generating a tag order confirmation message and sending the tag order confirmation message to the user.

8. (Original) The method, as set forth in claim 7, further comprising:

receiving input entered on a web page by the user to submit a tag order, including product configuration data;

generating the tag order message incorporating the product configuration data and sending the tag order message to a web server; and

routing the tag order message to a workflow manager.

9. (Original) The method, as set forth in claim 8, further comprising: sending the tag order data to a dealer selected by the user; and routing the tag order message to a B2B server, which sends it to an order processor.

- 10. (Original) The method, as set forth in claim 7, further comprising generating a unique order number for the tag order.
  - 11. **(Original)** The method, as set forth in claim 7, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.
  - 12. (Original) The method, as set forth in claim 7, further comprising: receiving online payment data from the user; processing the online payment data of the product; and confirming the online payment processing completion.
- 13. (Previously Amended) The method, as set forth in claim 1, further comprising:

receiving a lead request message incorporating lead data and product configuration data submitted by the user, the lead data identifying the online user as a potential customer;

storing the lead data and product configuration into a buyer database;

generating a lead confirmation message and sending the lead confirmation message to the user.

14. (Original) The method, as set forth in claim 13, further comprising:

receiving input entered on a web page by the user to submit a lead request, including product configuration data;

generating the lead request message incorporating the product configuration data and sending the lead request message to a web server; and

routing the lead request message to a workflow manager.

15. (Original) The method, as set forth in claim 14, further comprising: sending the lead request data to a dealer selected by the user; and requesting lead status updates from the dealer.

- 16. (Original) The method, as set forth in claim 15, further comprising: receiving a lead status update from the dealer; and storing the lead status update in a buyer database.
- 17. (Original) The method, as set forth in claim 13, further comprising generating a unique lead number for the lead request.
  - 18. (Original) The method, as set forth in claim 13, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.
- 19. (Original) The method, as set forth in claim 1, further comprising:
  receiving a cancel custom order request from the user;
  deleting a custom order associated with the cancel customer order request from an order bank; and
  updating a buyer database to reflect the updated status of the user.
- 20. (Original) The method, as set forth in claim 1, further comprising: receiving a cancel tag order request from the user; modifying data associated with the cancelled tag order in an order bank; modifying data of a product associated with the canceled tag order in an enterprise product availability database; and updating a buyer database to reflect the updated status of the user.

DAL01:728349

21. (Currently Amended) An online custom product ordering and purchasing system, comprising:

an online user interface operable to provide product configuration and to receive an online order for a product having a specific product configuration;

a web server operable to receive the online order from the online user interface; an order processor operable to:

receive the online order from the web server and process the order; and generate an order confirmation message and send the order confirmation message to a user; and

an order bank operable to store the online order and schedule a product having the product configuration specified in the online order for manufacturing, wherein the custom order is cancellable <u>after processing of the custom order is initiated and</u> until the custom order is scheduled for manufacturing.

- 22. (Previously Amended) The system, as set forth in claim 21, further comprising a workflow manager operable to receive the online order from the web server, store order data associated with the online order in a buyer database, and route the online order to the order processor.
- 23. (Original) The system, as set forth in claim 21, further comprising a common membership database operable to store customer data associated with the online user.
- 24. **(Original)** The system, as set forth in claim 21, further comprising an order number generator operable to generate a unique order number for each order.
- 25. (Original) The system, as set forth in claim 21, wherein the online order is for customer ordering a vehicle, the specific product configuration comprises make, model, year, color, engine data, and transmission data of the vehicle.

26. (Currently Amended) A method of ordering and purchasing a vehicle having specific vehicle configuration via the Internet, comprising:

receiving a custom order message incorporating vehicle configuration data, order data, and user data submitted by an online user;

storing the order data, user data and vehicle configuration data into a buyer database; processing the custom order;

entering the custom order and its associated data into an order bank to schedule the specified vehicle for manufacturing, wherein the custom order is cancellable <u>after</u> <u>processing of the custom order is initiated and</u> until the specified vehicle is scheduled for manufacturing; and

generating an order confirmation message and sending the order confirmation message to the user.

27. (Original) The method, as set forth in claim 26, further comprising:

receiving input entered on a web page by the user to submit the custom order, including order data, user data, product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

28. (Original) The method, as set forth in claim 26, further comprising: receiving a user-selection of a dealer;

sending the order data, user data, and vehicle configuration data to the selected dealer; and

routing the custom order message to a B2B server, which sends it to an order processor.

29. (Original) The method, as set forth in claim 26, further comprising generating a unique order number for the custom order message.



ATTORNEY'S DOCKE

8

30. (Original) The method, as set forth in claim 26, further comprising: receiving user data from the user, including name, address, and contact information; and storing the user data in a common membership database.

- 31. (Original) The method, as set forth in claim 26, further comprising: receiving online payment data from the user for the custom order; processing the online payment data of the vehicle; and confirming the online payment processing completion.
- 32. (Original) The method, as set forth in claim 26, further comprising: displaying a list of vehicles substantially matching vehicle configuration data entered by the online user;

receiving a user-tagging of a particular vehicle from the list and a tag order message incorporating tag order data and the vehicle configuration data;

storing the tag order data and vehicle configuration into a buyer database;
modifying inventory data in an inventory database associated with the tagged vehicle to indicate unavailability; and

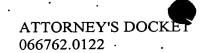
generating a tag order confirmation message and sending the tag order confirmation message to the user.

33. (Original) The method, as set forth in claim 32, further comprising: receiving input entered on a web page by the user to submit a tag order, including product configuration data;

generating the tag order message incorporating the vehicle configuration data and sending the tag order message to a web server; and

routing the tag order message to a workflow manager.

34. (Original) The method, as set forth in claim 32, further comprising: sending the tag order data to a dealer selected by the user; and routing the tag order message to a B2B server, which sends it to an order processor.



- 35. (Original) The method, as set forth in claim 32, further comprising generating a unique order number for the tag order.
  - 36. (Original) The method, as set forth in claim 32, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.
  - 37. (Original) The method, as set forth in claim 32, further comprising: receiving online payment data from the user; processing the online payment data of the vehicle; and confirming the online payment processing completion.
- 38. (Previously Amended) The method, as set forth in claim 26, further comprising:

receiving a lead request message incorporating lead data and vehicle configuration data submitted by the user, the lead data identifying the online user as a potential customer; storing the lead data and vehicle configuration into a buyer database;

generating a lead confirmation message and sending the lead confirmation message to the user.

39. (Original) The method, as set forth in claim 38, further comprising: receiving input entered on a web page by the user to submit a lead request, including vehicle configuration data;

generating the lead request message incorporating the vehicle configuration data and sending the lead request message to a web server; and

routing the lead request message to a workflow manager.

40. **(Original)** The method, as set forth in claim 38, further comprising: sending the lead request data to a dealer selected by the user; and requesting lead status updates from the dealer.

K

- 41. (Original) The method, as set forth in claim 38, further comprising: receiving a lead status update from the dealer; and storing the lead status update in a buyer database.
- 42. **(Original)** The method, as set forth in claim 38, further comprising generating a unique lead number for the lead request.
- 43. (Original) The method, as set forth in claim 26, further comprising: receiving a cancel custom order request from the user; deleting a custom order associated with the cancel customer order request from an order bank; and updating a buyer database to reflect the updated status of the user.
- 44. (Original) The method, as set forth in claim 26, further comprising: receiving a cancel tag order request from the user; modifying data associated with the cancelled tag order in an order bank; modifying data of a vehicle associated with the canceled tag order in an enterprise vehicle availability database; and updating a buyer database to reflect the updated status of the user.

DAL01:728349